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Market Minute: Melon season under way for ad promotions

By

Ron Pelger

July 27, 2026



The summer melon season is kicking into high gear. With July wrapping up and August just days away, cantaloupes, honeydews and watermelons are moving into strong production and are ready to feature in weekly ads.

The big three — cantaloupe, honeydew and watermelon — are showing some solid summertime volume, and August marks the peak of California's melon deal. Quality is excellent with vibrant interiors, juicy texture and the sweet, fragrant aroma shoppers like.

[Read more](#)

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Giumarra names industry vet Rodrigo Torres to lead East Coast berry sales

July 27, 2026



The Giumarra Cos. appointed industry veteran Rodrigo Torres sales director for its Giumarra International Berry East Coast operation. In this role, Torres will lead sales strategy and customer development initiatives across the U.S. East Coast, as well as help expand Giumarra International Berry's portfolio to drive growth opportunities with partners and customers.

[Read more](#)

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Vanguard Food rebrands as Verdexa Holdings

July 27, 2026



Vanguard Food LP announced a corporate rebrand and name change to Verdexa Holdings. The corporate rebrand follows the recent appointments of industry veterans Dwight Ferguson and Frank Padilla to Verdexa's board of directors, and signifies the company is prepared to continue executing its acquisitive growth strategy supported by its private investment partners.

[Read more](#)

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IFPA serves up inspiration at Foodservice Conference

By

John Groh, Adam Campbell and Debbie Miller

July 27, 2026



The Foodservice Conference

INTERNATIONAL
FRESH PRODUCE ASSOCIATION

The International Fresh Produce Association welcomed foodservice professionals from across the supply chain to Monterey, CA, last week for The Foodservice Conference, bringing together operators, distributors, menu developers, school nutrition leaders, chefs, suppliers and solution providers for two days focused on one shared goal: getting more fruits and vegetables on more plates.

[Read more](#)

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Albertsons President and CFO Sharon McCollam to retire

July 24, 2026



Albertsons Cos. Inc. announced that Sharon McCollam, the company's president and chief financial officer plans to retire later this year. McCollam will remain in her role until a successor is named. Thereafter, McCollam will remain with the company in an advisory capacity until the end of the fiscal year, Feb. 27, 2027, to ensure a seamless transition. The company is conducting a comprehensive search process to identify a transformational leader who combines exceptional financial acumen with the strategic vision to drive sustainable growth and long-term value.

[Read more](#)

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Uber acquires Delivery Hero

July 24, 2026



Uber Technologies Inc. has entered into a business combination agreement with Delivery Hero for approximately \$14.8 billion. This would extend the world's largest mobility and delivery platform to a total of 99 markets, with combined pro-forma Gross Bookings of \$236 billion in 2025.

[Read more](#)

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